



PATENT

Attorney Docket No.: 162

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT:	Yaron REICII	GROUP NO.:	3622
SERIAL NUMBER:	10/587,002	CONFIRMATION NO:	2951
FILING DATE:	20 July 2006	EXAMINER:	John Van Bramer
TITLE:	JBS NOWCASTING SENSITIVE ADVERTISING AND PROMOTION SYSTEM AND METHOD		

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

This paper is responsive to the Office Action mailed from the U.S. Patent and Trademark Office on February 13, 2008 and is being filed with a three-month extension on August 12, 2008.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.